LEO BURNETT U.S.A.
AD# PSI-107-D1 REQ# M22715 "BUCKS FOR ZIP" PG 4/C (8 X 10-13/16) PSI, 1991
Printed in U.S.A.

BUCKS FOR ZIP

If you think you have to pay full price to get full, rich flavor, here's a chance to prove yourself wrong. Take advantage of the Bucks two free pack offer. Just complete and return the form below. There is one catch. We need your zip code.

Full rich flavor, not full price.

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This is not a cash offering.

Mfr's. suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine –
Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Limit one offer per household.

Yes, I Want Two Free Packs Of Bucks

Complete and mail this form for a coupon for two free packs.
Mail to: Free Bucks Cigarette Offer, P.O. Box 6532, Garden City, NY 11530

Mr.
Mrs.

Address _____ Apt. # _____

City _____ State _____ Zip _____

Phone ( ) _____ Date of Birth ___/___/___

Signature (required) _____

By responding to the following offer and signing below, I am certifying that I am a smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and tobacco mailed to the above address. Void in Minnesota, Utah and Iowa or where otherwise prohibited by law. Offer limited to smokers 21 years of age or older. Offer ends 4/15/91. Please allow 6-8 weeks for delivery. No duplicate requests.

Brand currently smoked _____

On the average, about how many packs of cigarettes do you smoke in a day?
- ☐ Less than ½ pack
- ☐ ½ – 1 pack
- ☐ 1 – 1½ packs
- ☐ More than 1½ packs

Do you usually buy it in a:
- ☐ Pack ☐ Carton ☐ Both ways

Is your regular brand:
- ☐ Menthol ☐ Non-Menthol

Is it: ☐ Filter ☐ Non-Filter

Is it: ☐ Regular/King Size ☐ Long/100's ☐ Extra Long/120's

Please check the one answer which best matches the words on your pack:
- ☐ Lights/Low Tar/Milds
- ☐ Ultra/Ultra Lights/Ultra Low Tar
- ☐ Extra Milds/Extra Lights
- ☐ None of these

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